

### Remarks

Applicants respectfully request reconsideration of the present U.S. Patent application in light of the remarks in this paper. Claims 1-27 have been rejected. Claims 1, 10, 17 and 25 have been amended. No claims have been cancelled or added. Thus, claims 1-27 are pending.

#### TYPGRAPHICAL ERRORS

Claim 17 has been amended to correct a typographical error.

#### REJECTIONS UNDER 35 U.S.C. §102

Claims 1-27 stand rejected under 35 U.S.C. §102 as being unpatentable over Dustin (US# 6,496,857). In paragraph 3, Examiner states:

Claims 1-4,10,17,25 are rejected under 35 U.S.C. 102(e) as being anticipated by Dustin et al ("Dustin", US# 6,496,857).

As per independent claim 1, Dustin discloses a method to view information comprising:

ordering a list of information content segments that have previously appeared on a web page (Column 4 lines 37-41), wherein said web page is displayed in a first area of an information display (Column 5 lines 10-12); and

displaying said list of information content segments to be viewed concurrently with said web page (Column 6 lines 21-25; *wherein the whole page is downloaded and can subsequently be displayed with content segments as in Figure 4-2*)...

Claims 10,17,25 are individually similar in scope to claim 1 and are therefore rejected under similar rationale.

**(p. 2-4, Office Action - 9/10/2004)**

Claim 1 reads:

ordering a list of information content segments that have previously appeared on a web page including dynamically changing

information content segments, wherein said web page is displayed in a first area of an information display and includes the information content segments that have previously appeared on the web page; and

displaying said list of information content segments to be viewed concurrently with said web page.

Claims 10, 17, and 25 each disclose a similar limitation.

Thus Applicants claim display of previously viewed dynamically changing content. This may be useful, for example, when advertisements are randomly, dynamically provided via a web page and a user wishes to return to a previously viewed advertisement. As of the time of the invention returning to a previously viewed web page did not necessarily provide the previously viewed advertisement.

Dustin fails to disclose at least showing an ordered list of information content segments that have previously appeared on a web page concurrently with the previously viewed web page. In contrast, Dustin discloses web page advertisements concurrently with an enhanced version of the advertisements (Column 5 lines 10-12). Thus, claim 1 is distinguished from Dustin for at least this reason.

Because Claims 2-4, 7, and 9 are dependent on claim 1; Claims 11-14, and 16 are dependent on claim 10; Claims 18-20, and 23 are dependent on Claim 17; and, Claims 26 and 27 are dependent on Claim 25; they incorporate the limitations of Claims 1, 10, 17, and 25, respectively and are thus distinguishable from Dustin for at least the reasons set forth above with respect to Claims 1, 10, 17, and 25.

#### REJECTIONS UNDER 35 U.S.C. § 103

Claims 5, 6, 21, and 22 stand rejected under 35 U.S.C. §103(a) as being unpatentable over Dustin (US# 6,496,857). In paragraph 5, Examiner states

Claims 5,6,21,22 are rejected under 35 U.S.C. 103(a) as being unpatentable over Dustin ("Dustin", US# 6,496,857) in further view of Rice ("Rice", US# 6486891).

As per claim 5, which is dependent on claim 1, Dustin fails to disclose a method wherein said information display is a projection of light

on a surface. However Rice teaches a method wherein said information display is a projection of light on a surface (Column 4 lines 15-16). Therefore it would have been obvious to combine Dustin's method with Rice's teaching. Motivation to so do would have been to allow the display of the information to display advertisements to an Internet user browsing the World Wide Web.

As per claim 6, which is dependent on claim 1, Dustin fails to disclose a method wherein said information display is comprised of electrically powered display elements. However, Rice teaches a method wherein said information display is comprised of electrically powered display elements (Column 4 lines 17-20). Therefore it would have been obvious to combine Dustin's method with Rice's teaching. Motivation to so do would have been to allow the display of the information to display advertisements to an Internet user browsing the World Wide Web.

Claim 21 is similar in scope to claim 5 and is therefore rejected under similar rationale. Claim 22 is similar in scope to claim 6 and is therefore rejected under similar rationale.

**(p. 4-5, Office Action 9/10/2004).**

Applicants respectfully submit that Claim 5 is not obvious in view of Dustin because, being dependent on Claim 1, Claim 5 incorporates the limitations of Claim 1. Dustin discloses a list of previously viewed content segments (Banner Ads; Dustin Column 4, lines 17-20) viewed concurrently with an enhanced version of the content segments (a new HTML page, rich media content; Dustin Column 5, lines 10-12). Because Claim 1 discloses a list of dynamically changeable information content segments from a previously viewed web page concurrently with the previously viewed webpage, the present invention differs materially from the teaching of Dustin.

The present invention may, for example, give context to the content segments in light of the previously viewed webpage in contrast to the teaching of Dustin that presents a list of content segments concurrently with enhanced versions of the content segments. Thus, Claim 5 is non-obvious in light of the teachings of Dustin for at least the same reason as Claim 1. Thus, combination of the teaching of Dustin and the teachings of Rice

does not result in the invention disclosed in Claim 5. Therefore, Applicants submit claim 5 is not rendered obvious by Dustin, in light of Rice.

In light of Claim 6 incorporating the limitations of Claim 1, Applicants submit Claim 6 is not rendered obvious by Dustin for similar reasons discussed for Claim 5.

Claims 21 and 22 recite limitations similar to claims 5 and 6, respectively, and therefore, Applicants submit, are not rendered obvious by Dustin under similar rationale.

In paragraph 6, Examiner states

Claims 8,15,24 are rejected under 35 U.S.C. 1 03(a) as being unpatentable over Dustin ("Dustin", US# 6,496,857).

As per claim 8, which is dependent on claim 7, Dustin fails to clearly disclose a navigation method performed through a scroll bar, a button, or a voice command. Official Notice is taken that scroll bars and buttons to navigate through elements are notoriously well known in the art, examples of which are: the use of the forward and back button in an internet browser, the use of a scroll bar on a webpage. It would have been obvious to an artisan at the time of the invention to combine the use of a button or a scroll bar with Dustin's method to ease the navigation of the advertisements.

Claims 15,24 are similar in scope to claim 8 and are therefore rejected under similar rationale.  
**(p. 5-6, Office Action 9/10/2004).**

Applicants respectfully submit Claim 8 is not rendered obvious by Dustin because it incorporates the limitations of Claim 7, which in turn incorporates the limitations of Claim 1. For the reasons stated above in support of Claim 5, applicants again submit the limitations of Claim 1 are non-obvious in light of Dustin. Thus, the limitations recited in Claim 8 are necessarily non-obvious in light of Dustin. Further, a combination of the teachings of Dustin and a scroll bar or button for navigation result in a significantly

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different result than the present invention for at least the reasons above. Therefore,

Applicants respectfully submit that Examiner's rejection of Claim 8 has been overcome.


Because Claims 15 and 24 recite limitations similar to Claim 8, Applicants submit Claims 15 and 24 are not rendered obvious by the cited references for at least the reasons Claim 8 is not rendered obvious by the cited references.

### Conclusion

For at least the foregoing reasons, Applicants submit that the Examiner's rejections have been overcome. Therefore, claims 1-27 are in condition for allowance and such action is earnestly solicited. The Examiner is respectfully requested to contact the undersigned by telephone if such contact would further the examination of the present application. Please charge any shortages and credit any overcharges to our Deposit Account number 02-2666.

Respectfully submitted,  
**BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN, LLP**

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Paul A. Mendonsa  
Attorney for Applicant  
Reg. No. 42,879

12400 Wilshire Boulevard  
Seventh Floor  
Los Angeles, CA 90025-1026  
(503) 439-8778

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On: March 10, 2005

Signature   
Rachael Brown

3/10/05  
Date